

**WHAT IS CLAIMED IS:**

1. A method for conducting commerce, comprising the steps of:  
interfacing with a potential user to receive information therefrom  
during a commercial transaction;

5 providing a commerce model of a commerce system that predicts as  
an output a defined commercial result as a function of information related to the user  
when in the commerce transaction and also as a function of inducements that can be  
provided to the user during the commerce transaction;

10 varying the inducement input to the commerce model to vary the  
predicted output of the commerce model in a predetermined manner until a desired  
predicted output of the commerce model is achieved; and

providing the varied inducement from the step of varying to the user  
during the commerce transaction.

2. The method of Claim 1, wherein the commerce transaction is an  
electronic commerce transaction.

3. The method of Claim 1, wherein the step of providing a commerce  
model comprises providing a non-linear commerce model.

4. The method of Claim 1, wherein the information related to the user  
comprises a history profile of the user stored in a database which is associated with  
the user and is accessed in response to the user being interfaced with.

5. The method of Claim 1, wherein the information related to the user  
comprises information received from the user that constitutes a parameter of the  
commercial transaction.

6. The method of Claim 1, wherein the step of varying comprises the step of optimizing the predicted output of the commerce model as a function of predetermined optimization criteria and wherein the step of providing the varied inducement comprises providing the optimized inducement to the user.

7. The method of Claim 1, wherein the step of varying operates in response to interfacing with a potential user and receiving information therefrom.

8. The method of Claim 1, wherein the commercial result comprises profit.

9. The method of Claim 1, wherein the commercial result comprises market share.

10. The method of Claim 1, wherein the step of varying the inducement comprises:

providing an inverse model, which inverse model comprises the inverse of the commercial model;

5 receiving on the output of the inverse model an error value determined as the error between a desired value and the predicted output of the commerce model and generating an increment to the inducement;

incrementing by the determined increment the input value to the commerce model of the inducement value;

10 iteratively processing information through the inverse model until the predicted output of the commerce model is within defined boundaries defined by predetermined optimization; and

providing the final iterated value of the inducement value as the varied inducement value to the user.

11. The method of Claim 1, wherein the step of interfacing with a potential user comprises:

interconnecting through a global communication network from a user computer by the user to a remote location on the global communication network associated with a commerce site, which commerce site has associated therewith the commerce model and wherein the step of providing the varied inducement to the user comprises providing the varied inducement to the user over the global communication network.

5 12. The method of Claim 1, further comprising the step of completing the commerce transaction by the user.

13. The method of Claim 12 and further comprising the step of completing the commerce transaction wherein the commerce transaction requires delivery of goods or services and further comprises the steps of completing the transaction by providing from a vendor associated with the combined commercial result of the desired goods or services.

5 14. The method of Claim 1, wherein the commerce transaction includes the step of verifying the financial information which comprises a portion of the received information from the user during the step of interfacing.